

## MARLBORO COUNTRY WESTERN BAR NIGHT RECOMMENDATION

### OVERVIEW

The following provides initial direction for the implementation of a Marlboro Country Western Bar Night Program. The program will represent one of the promotional arms in support of a more comprehensive platform that will communicate the "Marlboro Country" theme.

### PROGRAM OBJECTIVES

The following objectives for the Marlboro Country Western Bar Night Program are established to meet with the overall brand objectives for 1994. A variety of strategies are being proposed to meet these objectives, which when implemented, will make Marlboro Country an even more effective marketing tool for the brand:

- Generate names for database among YAMs/YAFs;
- Strengthen Marlboro image dimension among YAMs/YAFs;
- Maximize advertising potential;
- Position Marlboro as a leader in the field of line dancing through innovative club night programming; and,
- Utilize public relations effort to leverage Marlboro on-line competition.

### STRATEGIES

The overall strategy for 1994 is a bar night program featuring a regional on line dance contest. The following elements will be included to ensure year-round presence for the brand.

- A local, regional and national dance competition will be conducted in major country dance clubs;
- Provide themed incentives for pack purchases at each club;
- Utilize media/direct mail to extend brand awareness and club night promotion within each market;
- Public relations efforts will position Marlboro as a leader in country dancing and extend awareness of the club night contest.

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## COUNTRY MUSIC DANCING BACKGROUND

Dance has always been a part of the Country Music experience ranging from the honky tonks and dance halls of Texas and the Southwest to the barn dances in the Midwest and Southeast. Today we're talking about more than two-stepping and cotton eyed Joe dancing. In the past two years the number of Country Music dance clubs has increased 60% to number over 1,200. More than 500 of these clubs have a capacity of 1,000 or more.

The concept of incorporating dance into Country Music is not new. However, it took on greater significance in 1992 when Mercury Records met to determine how to launch Billy Ray Cyrus and his first single "Achy Breaky Heart," and Arista Records was looking for a new angle to promote Brooks and Dunn's next single "Boot Scootin' Boogie". Both record labels decided to take it to the dance clubs before releasing a copy to country radio. Both labels had plans to create a special dance and a contest tie-in. Arista remixed the Brooks and Dunn single to include a disco extended play version of the song to send out with their contest. When Arista executives got wind of the plans for Billy Ray Cyrus, they dropped their contest and released the first dance remix to the clubs. Mercury went ahead with plans to teach the Achy Breaky dance and hold local dance contests to promote the song. These promotions launched the artists careers and propelled them into superstardom on their debut albums. A precedent had been set and since then almost every country music artist has released at least one remixed song to the country dance clubs along with their videos which show people doing a dance step either created or specially selected for the song.

Nashville record company executives now include country dance clubs in all marketing campaigns in much the same way as their New York and Los Angeles counterparts do for their Pop and Rock promotions.

The popularity of dance clubs prompted CMT to create a Saturday night programming look of dance-oriented videos called the CMT Saturday Night Dance Ranch. TNN has been broadcasting the dance show club dance for several years. This show is so popular that TNN has added a second dance show called Dancin' at the Hot Spots. Dancer Rebecca Holden and her co-host James Hill go on location to the hottest country dance clubs nationwide. They also demonstrate some of the newest and hottest dances in each of the clubs.

All of this has spurred a new and growing market for instructional dance videos. TNN already offers an instructional home video from its Club Dance Show featuring the fundamentals of Country Dance, the Two Step and the Waltz. Club Dance Series II will feature the East Coast Swing and the Triple Play. The lessons are given by award-winning dancers who are joined by some of the Club Dance regulars.

Choreographer Melanie Greenwood, creator of the Achy Breaky dance, has a new instructional video series entitled Country Gold Dance Instruction. Giant Record's artist Libby Hurley hosts the series and teaches the steps to dances created for songs by Brooks and Dunn, Collin Raye, Chris LeDoux, Steve Wariner and Libby herself.

Another very successful series is sold on TNN and CMT, entitled Country Dancin' USA. This company has recently launched a new magazine that's country, which includes tips on clothing and accessories for the dance club lifestyle.

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## **1994 PROGRAM RECOMMENDATION**

The following is an outline of the elements that are recommended for the Marlboro Country Western Bar Night Program. These elements are compiled within three phases.

To reinforce the Marlboro Country imagery, a club night program featuring a dance contest will be held in a total of 125 country dance clubs in 5 regions across the country with a potential attendance reach of 750,000 consumers:

- Northeast
- Southeast
- Southwest
- Midwest
- West coast

This club night dance program will be the largest undertaking by any sponsor at country dance clubs. Country dance clubs are still smoker friendly and allow sweepstakes and cigarette pack sales. (Club listing by region attached.)

We recommend executing this competition on a region-by-region basis, kicking off in the southwest in the month of May through October with the national finals in November.

## **EXAMPLE OF CLUB NIGHT COMPETITION FORMAT**

Region:	Northeast
Number of clubs participating:	19
Number of contestants at each club:	48 couples
Total number of northeast contestants:	912 couples
Time frame:	Spring

The competition will start first at the local level. Over a four-week period, a total of 228 couples will dance-off weekly in order to arrive at the 57 semi-finalists needed.

The fifth week of competition will consist of the 57 semi-finalists dancing off in order to arrive at the needed 19 winners to compete at the regional competition. The 19 couples will compete at the largest club within the northeast region. One grand winner for each region will be chosen and later compete against the other regional winners in the fall in order to arrive at a national winner.

Contestants must enter in couples and must perform all three dances. The contest will not be open to anyone who has performed country dancing professionally or has previously won a major dance competition.

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The clubs will be given a Marlboro Country Western Bar Night event guideline book to follow with explicit instructions on how to conduct the contest, the rules and disclaimers that all contestants must sign along with the necessary supplies to conduct the contest. Each judge will be given official forms to fill out with criteria and voting rules well defined. The club owners will select the local judges, Marlboro will help select the regional and final judges.

Dance contest events will take place on either a Wednesday or Thursday night in the most popular clubs. The regional finals will also be held on Wednesdays or Thursdays as well. We are recommending that the national finals be held in either Dallas, Houston or Atlanta where there are dance clubs with the capacities up to 3,000.

#### Competition Breakdown:

Beginning in May, local dance competition will begin in the southwest. There will only be one club used in each city with a minimum of a 40 mile radius between participating clubs in a region. Each week for 4 weeks, 12 couples will compete with 3 finalists chosen. These three weekly finalists move on to the local final competition where all twelve couples compete. The local winner will go on to the regional final. The regional contests will be held in five markets to determine the five regional finalist couples that will go on to the National final in the fall.

This format will rollover throughout the four remaining regions. In order to create excitement, two celebrity hosts will be assigned to each regional finals.

The week of November 14th, the National Final Competition will be held with ten couples composed of all regional winners who will compete for the national dance-off grand prize.

#### PRIZE STRUCTURE

Local winners:	1st Place Awards = \$500
	2nd Place Awards = \$250
	3rd Place Awards = \$100
Regional winners:	1st Place Awards = \$1,500
	2nd Place Awards = \$1,000
	3rd Place Awards = \$ 500
National winners:	1st Place Awards = \$10,000
	2nd Place Awards = \$ 5,000
	3rd Place Awards = \$ 2,500

Also, under consideration is offering the national winner the opportunity to be an extra in a country music video starring the artist performing at the national competition dance-off.

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## ON SITE ACTIVITIES

At each club location, we will conduct name generation activities. Banners, message boards and light boxes will be placed and left behind to reinforce the brand imagery and visibility for Marlboro.

## ADVERTISING

A media schedule will be devised to support each region. ROPs will highlight the dance club program, while favoring the Marlboro Country imagery beyond the club night venue.

In addition to ROP ads, we recommend advertising the club night program in *Country America* magazine, which has a circulation of 3,000,000. Advertising in *Country America* will support our efforts towards name generation by conducting a sweepstakes offering a unique Marlboro Country denim jacket or travel to the national competition.

## PUBLIC RELATIONS

The program's structure and its various elements will provide mechanisms for generating excellent local and national publicity. The affiliate Network System has been effective in the past in generating local market publicity, therefore we would consider utilizing this approach for the Marlboro Country Western Bar Night program.

## SPECIAL GUEST COUNTRY ARTIST

It is under consideration to feature a special guest at the national competition. A "name value" country artist should be used to anchor the national finals. A celebrity host will be utilized to create excitement. As mentioned before, consideration in being given to offering the winner the opportunity to be an extra in a country music video starring the special guest.

## MATERIALS

- Three or four 4' x 10' Marlboro banners to place in club;
- Contest posters with logo to put up in the club;
- 25 flyers with an open date slot for the clubs to fill in with logo to put up in club;
- 25 event T-shirts for club staff to wear during the course of the promotion;
- 100 event buttons for the club staff to wear during the course of the promotion;
- 20 official judges badges for each judge to identify themselves;
- One guidebook to ensure that the club owners have detailed information about the event and their responsibilities;

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- Three cash awards to give out to the First, Second and Third place winners;
- Marlboro bar kits, etc. to put in the clubs during the promotion;
- 48 event T-shirts or bags to give to the weekly local finalists.

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<b>BUDGET</b>	
Prize	150,750
Host Celebrities	19,080
Special Guest	25,000
Promoter Fee/Staff/Expenses	77,855
Contestant Travel/Expenses	87,780
Consultant Fee	60,000
Leo Burnett	40,000
Advertising	200,000
Public Relations Fee/Expense	39,535
<b><i>TOTAL</i></b>	<b><i><u>\$700,000</u></i></b>

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